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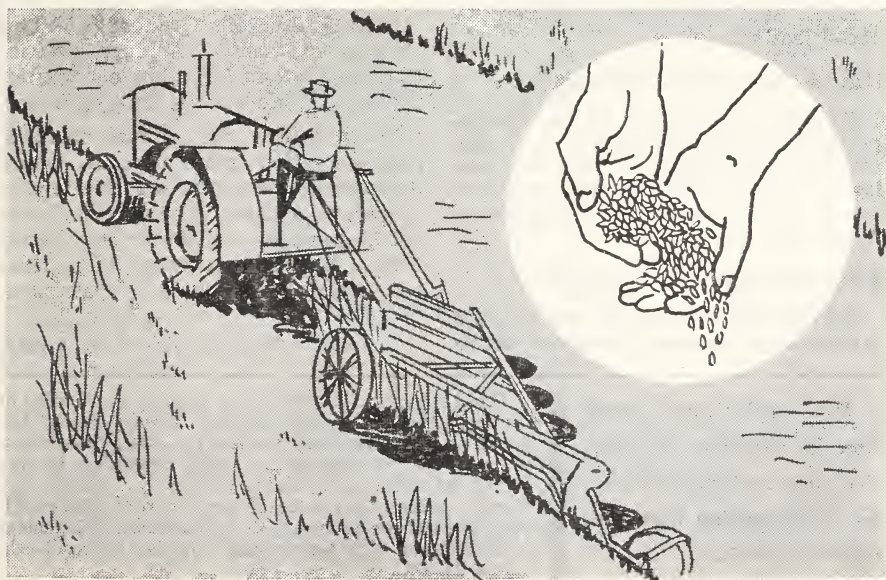
U.S. DEPARTMENT OF AGRICULTURE
WASHINGTON, D.C.

FARMERS INTEND TO PLANT SLIGHTLY LESS CROP ACREAGE FOR 1962

March 1 planting intentions indicate 261 million acres for the 17 major spring crops—only slightly under last year but 10 percent below average.

When we add in winter wheat and rye as well as a number of minor field,

seed, and vegetable crops, we arrive at a total expected acreage of 306 million acres for 59 crops. This is a decline of 4.4 million acres from last year and the smallest planted acreage total of record.



Feed Grain Acreage Down Slightly

CORN: Farmers' March 1 plans call for 69 million acres or a 3.5 percent increase from last year with the Corn Belt leading the way. North Atlantic and Western States also indicate increases while smaller acreages are in prospect for South Atlantic and South Central regions.

OATS: A decrease of 6 percent is expected with the important North Central States setting the pattern.

BARLEY: A net 4 percent decline in acreage is expected, but acreage changes are not consistent as drought in 1961, the 1962 Feed Grain Program, and other factors complicate the picture.

SORGHUMS: Intentions are up 2 percent from last year's acreages with larger acreages in Nebraska and Kansas and the important Oklahoma-Texas area holding steady.

Food Grains 9 Percent Less

WHEAT: Total wheat seedings are expected to be 49.5 million acres—a decline of 11 percent from 1961 as smaller acreages of winter and other spring wheat overshadowed a 40 percent rise in durum.

RICE: Rice producers plan to seed 1.8 million acres—up 10 percent from last year but 3 percent below average.

RYE: Seedings of rye are 15 percent above last year.

Hay Acreage Up 1 Percent

Combined acreage of all hays is expected to be up by 1 percent. A sizable increase is indicated for wild hay following last year's drought-shortened crop which more than offsets a decrease in all tame hay acreage.

Total Oilseeds Up 1 Percent

SOYBEANS: A record acreage of 28.8 million is in prospect, 2 percent above

last year's previous high. The smallest percentage increase is in the important North Central areas.

COTTON: Prospective cotton acreage is indicated at 16.4 million acres—down 1 percent from 1961.

FLAXSEED: Plans now indicate a total of 3.1 million acres, an increase of 4 percent from last year but one third below the 1951-60 average.

PEANUTS: Peanut growers intend to plant 1.5 million acres—down 1 percent from last year and 15 percent less than average.

Other Crop Changes Variable

TOBACCO: Farmers plan to set 4 percent more acres—influenced by bigger allotments in flue-cured and burley.

POTATOES: Total acreage will decline in all seasonal groups. Dominant late summer and fall crop acreage is expected to be 5 percent less than last year.

SWEETPOTATOES: Acreage is expected to increase 3 percent, breaking a nearly thirty-year downtrend.

DRY BEANS AND PEAS: Bean growers plan a 3 percent expansion in acreage while dry pea acreage is expected to drop off 1 percent from 1961.

SUGAR BEETS: Growers plan a 5 percent expansion. Acreage restrictions are not in force but capacity of processing plants is the limiting factor.

Many things may change farmers' plans—weather, plant diseases, prices, decisions on Government Program participation, and even the publication of the March prospective plantings report itself. The above acreage indications reflect farmers' thinking as of March 1.

B. R. Bookhout
Statistical Reporting Service

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HOG INVENTORY LARGER IN 10 CORN BELT STATES

Hogs and pigs on farms March 1 in 10 Corn Belt States totaled 39.3 million head, 2 percent more than a year earlier. Numbers were larger in Ohio, Indiana, Wisconsin, South Dakota, Nebraska, and Kansas, while Minnesota, Iowa, and Missouri were unchanged. In 1961 these 10 States accounted for 77 percent of the United States pig crop.

Inventories were larger in two of the three age groups and smaller for the third. Hogs 6 months old and older at 13.8 million head were up 3 percent. Hogs and pigs 3-6 months of age at 14.8 million head were up 4 percent, while pigs under 3 months of age totaled 12.5 million head, a decline of 2 percent.

The reduction in numbers under 3 months of age in comparison with March 1, 1961, is due to fewer pigs saved per litter, since 2 percent more sows farrowed in December, January, and February. Rather harsh and unfavorable weather prevailed over much of the Corn Belt in the 3 months.

Winter Farrowings Larger

Sows farrowing in the 10 States during December, January, and February totaled 1.8 million head, 1 percent more than during the same period a year earlier and 19 percent more than average. These farrowings represent 32 percent of the expected December-May total, compared with 33 percent last year and the 10-year average of 25 percent. On December 1, 1961, farmers intended to increase December-February farrowings 6 percent, 5 percentage points above the present estimate. Most of the increase in December-February farrowing occurred in December and January, while February farrowings were down slightly compared with February a year earlier.

Sows bred and intended for farrowing in March, April, and May this year in the 10 States totaled 3.7 million head, 2 percent more than a year earlier but 15 percent below average. Increases from a year earlier were indicated by 6 of the 10 States, ranging from 3 percent in Nebraska to 9 percent in Indiana. Decreases were indicated in Kansas, Minnesota, and Wisconsin.

Spring Crop Up 2 Percent

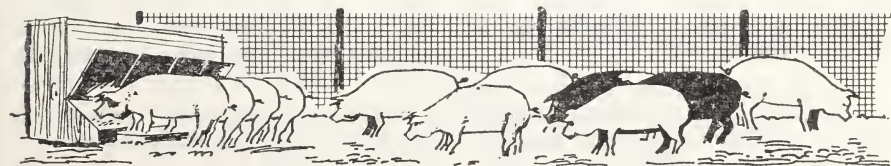
The number of sows farrowing in the December-May period is expected to total 5.5 million head, up 2 percent from last year but 6 percent under the 1951-60 average. Increases over last year include 1 percent in Kansas, 2 percent in Ohio, Iowa, and Missouri, 3 percent in Illinois and Nebraska, and 6 percent in South Dakota. Decreases are 6 percent in Wisconsin and 2 percent in Minnesota.

Reported breeding intentions indicate 2.4 million sows to farrow during the summer quarter (June through August) for the 10 States. This is an increase of 5 percent over the same period in 1961 and 18 percent above the 10-year average. Intended increases are 21 percent in Kansas, 10 percent in South Dakota, 6 percent in Minnesota, 5 percent in Illinois, Missouri, Nebraska, and Wisconsin, 4 percent in Iowa, 3 percent in Indiana, and 1 percent in Ohio.

R. P. Christeson
Statistical Reporting Service

The Farmer's Share

In January 1962 the farmer's share of the consumer's food dollar was 39 cents, the same as it was in December. In January 1961 the farmer's share was also 39 cents.



BERT NEWELL RETIRES After 39 Years Of Service



Mr. Newell at work on the final letter to his friends, the crop, livestock, and price reporters.

Bert Newell is retiring.

He tells his friends about it in his monthly letter on page 15 of this issue.

The U.S. Department of Agriculture announced it formally in a press release:

"The retirement of Sterling R. Newell, Chairman of the Crop Reporting Board and Deputy Administrator of the Statistical Reporting Service, was announced today, terminating more than 39 years of public service to agriculture."

The formal announcement reports that he was born in Falls Church, Virginia, grew up on family farms in Virginia and North Carolina, received degrees from the University of Maryland and American University, and studied economics and statistics at Harvard University.

The official personnel records trace his career from agricultural training officer to county agricultural agent, to his first job as an agricultural statis-

tician in Washington in 1926; to supervision of USDA's marketing services; then returning to statistical work in 1950, as Chairman of the Crop Reporting Board.

Those who have watched the statistical services of USDA know that much of their expansion has been guided by S. R. Newell, in response to increasing requests by farmers and other business men who need more information for making plans and decisions.

Friends of Bert Newell see in his monthly letters the reflection of boyhood hours on the farm and in a weekly newspaper office, plus a built-in liking for people. "The human side of statistics is mighty important", he says. "It's always been important to me to let our cooperators across the country know that we're friendly people and that we appreciate their help."

"This is a great outfit," referring to the 350 agricultural statisticians serving every State. "Most of its great-

ness stems from the people in it, their dedication, their sincerity, and their skill. And, of course, they have the cooperation of a magnificent group of volunteer reporters."

The future? "I don't think I'll ever be able to catch up to my yard and garden," he says. "There are some grandchildren who need spoiling."

Bert Newell's many friends may want to take a second look at his letter in this issue. It is the last of the series. Bert Newell is retiring.



IN 1961

WOOL PRODUCTION WAS LOWER

MOHAIR OUTPUT INCREASED

A total of 295 million pounds of grease wool (shorn and pulled) was produced in the United States during 1961. This was 1 percent less than in 1960, but 8 percent more than the 1950-59 average.

Production of 261 million pounds of shorn wool in 1961 is valued at \$110 million compared with 265 million pounds valued at \$111 million in 1960. Growers received an average price of 41.9 cents per pound from April 1961 through January 1962. During the 1960 marketing year (April 1960 through March 1961) growers received an average of 42.0 cents per pound. The 1950-59 average is 54.1 cents.

Sheep and lambs shorn in 1961 numbered 30.8 million, 1 percent less than in 1960, but 9 percent above the 1950-59 average. The average weight per fleece in 1961 was 8.50 pounds compared with 8.55 pounds in 1960 and the 1950-59 average of 8.40 pounds.

Pulled wool production of 33.5 million pounds in 1961 was about equal to that of 1960, but 6 percent less than the 1950-59 average. Commercial slaughter of sheep and lambs during 1961 was 8 percent above 1960.

Production of mohair in 1961 totaled 26.4 million pounds in the seven leading States—Missouri, Texas, New Mexico, Arizona, Utah, Oregon, and California. This was 8 percent above the 1960 output. The value of this production in 1961 was \$23.1 million dollars, 5 percent greater than the 1960 production.

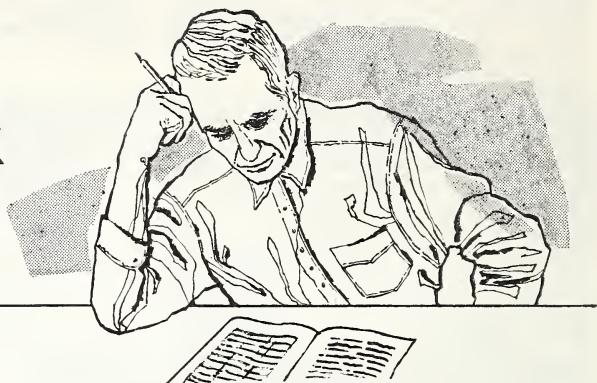
The average price received by growers for mohair from April 1961 through January 1962 was 87.6 cents per pound. During the 1960 marketing year the average price was 89.7 cents per pound. The 1950-59 average price was 86.9 cents.

A total of 4.0 million goats and kids were clipped during 1961 in the seven States, 3 percent more than in 1960. The average weight of hair clipped from goats and kids at 6.6 pounds was at a record high level. This weight compares with the average of 6.3 pounds in 1960 and with the previous high of 6.4 pounds in 1959. The 1950-59 average weight per clip was 5.7 pounds.

R. S. Crickenberger
Statistical Reporting Service



outlook



FATS & OILS

Food fats and oil supplies will be record large through September, mainly because of soybeans and soybean oil. Record exports probably will account for a new high in disappearance. However, a sharp increase in carryover is still likely in October. Soybean prices are expected to be a little above support (\$2.30 per bushel) until May 31 (CCC takeover date for beans under loan), go up slightly when CCC sales begin next summer, and go back to the 1962 support levels of \$2.25 per bushel when the 1962 crop comes to market in September.

POTATOES

More potatoes may be available into mid-spring because of larger stocks of fall potatoes. However, heavy movements since last fall (including large quantities moving into diversions) have lightened the pressure on markets, resulting in some strengthening of prices in recent weeks. Still further improvements in prices are likely in the next few weeks.

VEGETABLES



Farmers plan to cut early summer watermelon acreage about 2 percent, but slightly increase cabbage and onions. Demand for processed vege-

tables likely will continue strong, and prices for canned items into mid-year are expected to average about the same to slightly higher than 1961. Frozen vegetable prices are expected to be about the same to slightly lower.

DAIRY



Milk output for January and February ran at an annual rate of about 128 billion pounds—about a 2 percent increase over total output in 1961. This rate depends on continued favorable milk-fed and milk-beef cattle price ratios.

STRAWBERRIES

More strawberries are expected to be marketed this year than last. Strawberry crops in Florida are indicated to be 58 percent larger. Louisiana, Alabama, and Texas are up 31 percent.

LIVESTOCK

Red meat production in April is expected to be down from last year, with less beef, lamb, and mutton but slightly more pork. Output and prices probably will hold close to mid-March levels. This year, from mid-January thru February, cattle slaughter dropped; prices rose, but both averaged above year-earlier levels. In contrast, last year, slaughter and prices both

declined because of weaker demand. Hog slaughter has averaged above year-earlier levels since mid-January while prices have averaged slightly below. The reasons for an increase in slaughter are: Delayed marketings from last spring's crop and increased farrowings from the fall crop. Outlook for hog prices this summer and fall has improved since last December. USDA's March pig crop report shows the 1962 spring pig crop to be up less than producers' intentions indicated last December.

WOOL



The domestic wool industry for 1962 likely will have moderate increases over 1961 in domestic and mill use of raw wool, in foreign trade in raw wool and wool products, and in average prices for shorn wool. A reduction in U.S. shorn wool output is expected because of declining sheep numbers.

EGGS

Egg prices likely will be significantly lower in the second quarter of this year than last. Larger output and somewhat weaker storage demand are the chief contributing factors. In mid-March, farmers were receiving about 3 cents less for a dozen eggs than a year ago.

BROILERS

Broiler prospects in the second quarter do not appear favorable for producers. Marketings may be near last year's volume with prices dropping significantly, but not as low as a year earlier.

TOBACCO



Tobacco farmers intend to plant the largest acreage of flue-cured and burley tobaccos since the mid-1950's.

These are the major tobaccos used in cigarettes. Indications point to a little over 4 percent more acreage than harvested last year for flue-cured and 6 percent more for burley. Acreage allotments for 1962 were increased 4.3 percent for flue-cured, the first increase since 1951, and 6 percent for burley. The increases are based on expectations of continuing rises in use of these tobacco types.

TURKEYS

More turkey will be consumed than produced the first half of 1962. This ought to reduce cold storage holdings on July 1, when stocks are seasonally low. However, stocks are still likely to be above those of July 1961.

COTTON

Exports are expected to be considerably lower during the 1961-62 crop year than the 6.6 million bales of 1960-61. This reflects a reduction in cotton use and stocks in countries of the foreign free world.

CITRUS

Production of oranges is expected to be 8 percent larger in 1961-62 than the previous marketing year with most of the increase in Florida. But grapefruit production is expected to be about 6 percent smaller, mainly because of freeze damage in Texas.

Agricultural Imports Down

United States agricultural imports in fiscal year 1961 (July 1960-June 1961) were smallest in 11 years. Amounting to \$3,641 million, they were 9 percent below the \$4,010 million in the previous fiscal year. Volume fell by 4 percent. The decrease—to a large extent reflecting the slowdown in U.S. business activity throughout most of fiscal 1961—was about equally divided between supplementary (partially competitive) and complementary (noncompetitive) items. Agricultural commodities accounted for 26 percent of total imports for consumption in both 1960 and 1961.

HOW DOES YOUR STATE RANK IN LIVESTOCK?

States that rank high in cattle and sheep numbers are those that produce large amounts of roughage such as pasture, hay, and silage, while hog production tends to be centered in the States that produce the bulk of the feed grains. However, in many instances, the rank of a State is determined largely by its size. Rank based on numbers does not reflect the intensity of livestock production. Moreover, year-beginning numbers do not reflect the movement of cattle and sheep to specialized grazing or feeding areas, and therefore, are not an accurate indication of liveweight production.

Livestock numbers may change in a given year due to price or weather conditions. Price is a market-wide phenomenon. Consequently, changes in livestock numbers due to price probably affect all States in about the same manner and thus would not change the rank of the individual States. On the other hand, weather conditions can be localized and can result in short run shifts in the rank of the States involved.

Long term growth or contraction of a livestock enterprise in a given State would show up in a general trend up or down in the rank of that State over a period of time.

Cattle

Relatively little change transpired in the rank of States in cattle during 1961. The five leading States both years were Texas, Iowa, Nebraska, Kansas, and Wisconsin in that order. The first fifteen States are also basically the same as a year ago with some minor variations. Due to drought conditions in Montana last year, cattle numbers were reduced slightly. This dropped Montana from 15th to 16th. Kentucky moved from 16th to 14th. The increase in cattle numbers in Missouri and Minnesota was greater than in California with the result that California dropped from 6th to 8th and Missouri and Minnesota moved up one place.

In the long run, from 1952 to 1962, only a few changes of importance occurred. The same States occupied the first 10 positions in both years with some minor changes of order within the top 10. The number of beef cattle in Kentucky doubled from 1952 to 1962. This rise in the importance of beef production brought this State from 20th to 14th. Expansion of beef cattle numbers also raised Mississippi from 19th to 17th, Georgia from 28th to 26th, and Tennessee from 21st to 19th. A decrease in dairy cattle numbers dropped Michigan from 17th to 23d.

Pigs Saved

Iowa ranked number one with 22 percent of the total number of pigs saved in the United States. The next eight States followed in the same order as a year ago. Kentucky moved from 11th to 10th last year, switching places with Georgia.

Since 1952 Kentucky, North Dakota, and Oregon have become increasingly important in hog production. Kentucky moved from 14th to 10th, North Dakota from 27th to 22d, and Oregon from 34th to 29th.

Sheep and Lambs

The first five States in importance in sheep numbers were unchanged from a year ago. Texas was the leading State followed by Wyoming, California, Colorado, and South Dakota. Iowa moved from 7th to 6th, while Montana went to 7th from 6th. Other States in the top 10—Utah, New Mexico, and Idaho—remained unchanged.

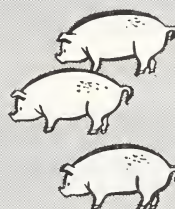
Since 1952 most of the leading States in sheep and lambs have changed their ranking, although only South Dakota has made a large shift. It moved from 11th to 5th place. Ohio dropped out of the top 10 by going from 9th to 12th place in the last decade.

Donald Seaborg
Economic Research Service

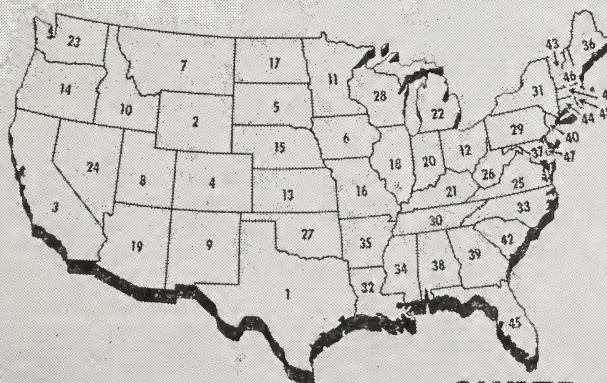
RANK OF STATES IN LIVESTOCK NUMBERS



CATTLE and CALVES



Number of PIGS Saved



SHEEP and LAMBS

FOOD FAT CONSUMPTION NEAR POSTWAR HIGH IN 1961

Sharp changes in the kinds of food fats and oils used by U.S. civilians have occurred over the past 40 years even though total per capita consumption has changed remarkably little (exclusive of war years) from around 45 pounds (fat content). While many Americans have become increasingly more "diet and cholesterol conscious," this apparently has had only a minimal influence on total food fat usage, as civilians are using about as much fat now as in the 1920's. However, there has been some shift from the solid fats to the liquids and from the animal fats to the vegetable fats.

Substitution has taken place over the years, both among the three major food fat product groups—table spreads (butter and margarine), cooking fats (lard and shortening), and salad and cooking oils—as well as among products within each group. Reduced consumption of table spreads has been about

offset by an increase in "other" edible oils (mostly salad and cooking oils).

In calendar 1961 the estimated use of food fats per person was 45.8 pounds (fat content), about 0.4 pound more than in 1960, and compares with the postwar high of 46.2 pounds in 1959. An increase in cooking fats more than offset a slight decline in salad and cooking oils.

Table Spreads

Annual per capita consumption of the two major table spreads has generally trended downward from around 20 pounds (actual weight) in the 1920's to about 17 pounds in recent years, as increased consumption of margarine has just partly offset the decline in consumption of butter.

Margarine consumption in 1961 reached a new high of 9.5 pounds

(Continued on page 13)

SHORTENING EXPANDS OUTLET FOR FATS AND OILS

Output of shortening in the United States has doubled in the past 20 years, rising from 1,190 million pounds in 1940 to a record 2,454 million in 1961. This, of course, has meant an increasingly important domestic market for fats and oils.

Consumption of shortening has trended upward from about 9 pounds per person in 1940 to slightly over 13 pounds in 1961. Much of this increase has been at the expense of the direct use of lard, which dropped from about 14 pounds per person in 1940 to just under 8 pounds in 1961.

The use of fats and oils in the manufacture of shortening has expanded from 1.2 billion pounds in 1940 to nearly 2.5 billion in 1961. Most of the growth can be traced to soybean oil, although in recent years animal fats have gained. Of the total fats and oils used in the

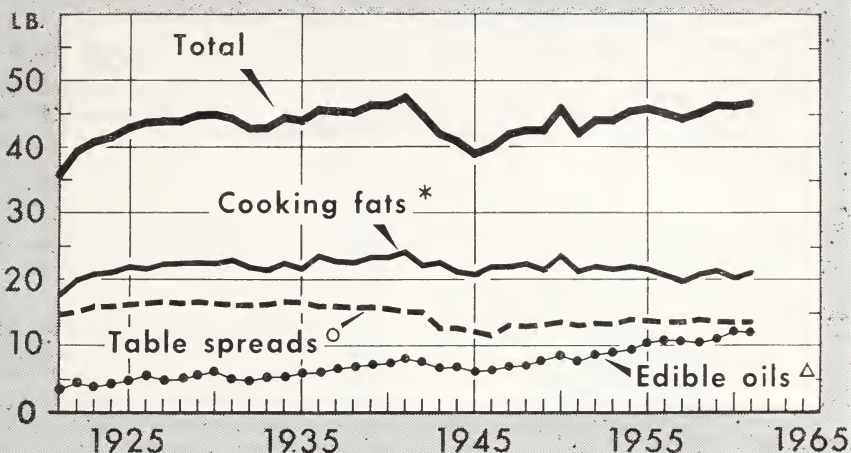
manufacture of shortening in 1961, soybean oil comprised 47 percent, lard 22 percent, and cottonseed oil and beef fats each 14 percent. In 1940 cottonseed oil alone accounted for 69 percent of all fats and oils used.

Changes in fat usage patterns by the shortening industry show a sharp expansion in animal fats utilized, especially since the mid-1950's. In 1961, 36 percent of all fats and oils consumed in shortening manufacture consisted of lard and edible tallow, compared with 12 percent in 1954 and 6 percent during 1940.

Relatively low prices for animal fats and new formulations of shortening have increased the economic advantage of lard and tallow over vegetable oils in shortening manufacture.

Stanley A. Gazelle
Economic Research Service

CONSUMPTION OF FOOD FATS AND OILS PER PERSON



* LARD AND SHORTENING.

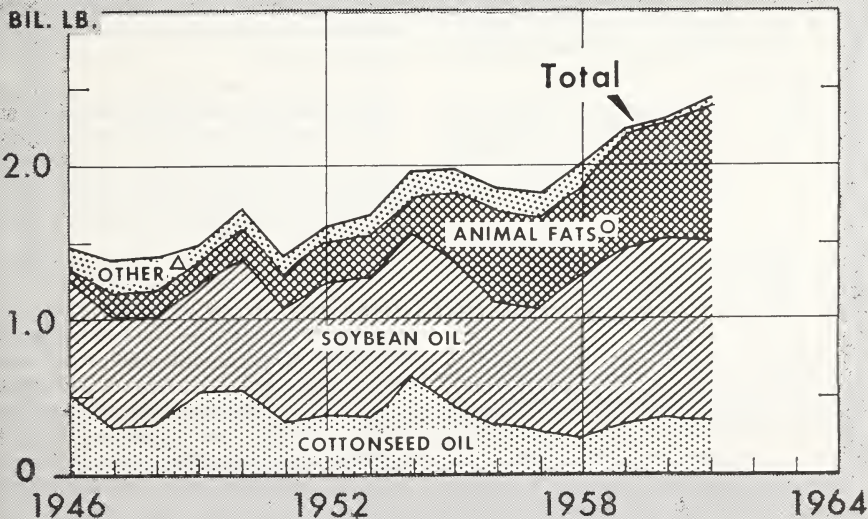
Δ MAINLY COOKING AND SALAD OILS.

○ BUTTER AND MARGARINE (FAT CONTENT BASIS).

U. S. DEPARTMENT OF AGRICULTURE

NEG. ERS 926-62 (3) ECONOMIC RESEARCH SERVICE

FATS AND OILS USED IN SHORTENING



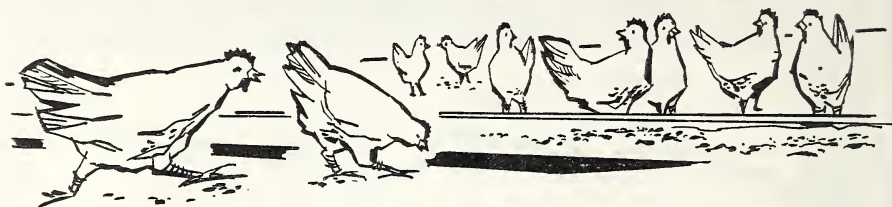
Δ INCLUDES COCONUT OIL, PEANUT OIL, CORN OIL, VEGETABLE STEARINE AND GLYCERIDES.

○ LARD AND EDIBLE TALLOW

U. S. DEPARTMENT OF AGRICULTURE

NEG. ERS 926-62 (3) ECONOMIC RESEARCH SERVICE

HOW CAN THE SMALL FLOCK OWNER COMPETE IN THE MIDWEST?



Although the Midwest still has the important competitive advantage of low priced local supplies of feed, and while the egg enterprise is often supplementary to other farm activities, producers still must be concerned about preserving a suitable market for their eggs.

To maintain their bargaining position they should:

- Follow production and handling practices that satisfy consumer demand for top quality eggs.

- Keep adequate cost-of-production and handling records. (These should include not only out-of-pocket costs but also depreciation of buildings and equipment, interest on investment, and, in the case of family help, estimated labor costs.)

- Keep records of mortality, age of birds, egg-feed ratio, and performance on rate of lay.

- Work and cooperate with their buyers and become consistent suppliers upon whom buyers can depend in their everyday need for top quality and steady volume.

- Realize that individually they have very little effect on the egg market, but that collectively they have a very definite effect on price level and on per capita consumption.

- Keep their laying flocks large enough so that the cost of each farm pickup can be spread over at least two cases.

Retailers must maintain a steady day-by-day supply of top quality eggs or lose customers. To do this they are striving to build up groups of producers upon whom they can depend for con-

sistent top quality. Gradually they drop poor quality producers, who must then find another market or quit the egg business.

To compete, a small producer must know if he is losing money on production and handling costs. If he is, he may put his time and efforts to better use in another enterprise. Submarginal producers not only hurt themselves but others who are operating more efficiently but who must compete with them for prices.

A producer may be losing money without knowing it, unless he knows the rate of mortality, egg-feed ratio, and the rate of lay per hen for his laying flock. Age of birds can offset both quality and rate of lay. If his records show that he is losing money in any of the above mentioned ways, he should endeavor to improve or stop producing eggs for sale.

Too many small-flock owners are willing to shift from one buyer to another because they get a cent or two more per dozen, or because they think they get a better grade. Many times the higher prices and higher grade yields are special inducements used by buyers in an effort to build up volume. Generally they are temporary and any advantage gained is soon lost. The biggest loss, however, is caused by the inability of the steady buyer to maintain his volume to meet a steady market. In the long run both the producer and the buyer lose out because of loss of the steady market to someone else able to maintain more consistent supplies of top quality eggs. In some instances large volume chain stores, and other buyers set up their own country buying stations.

The Pickup Problem

In a recent study of purchasing and assembly costs in three Midwestern States, differentials in cost of pickup by size lot were determined and suggested as a guide for egg buyers operating from pickup routes. This study showed the average cost per mile including truck and driver to be 22.5 cents and the average distance between stops to be approximately $2\frac{3}{4}$ miles. These figures work out to a cost per dozen of $\frac{1}{4}$ cent for four-case lots, $\frac{1}{2}$ cent for three-case lots, 1 cent for two-case lots, $1\frac{1}{2}$ cents for one-case and $3\frac{1}{2}$ cents for "less-than-one-case" lots. At the time of the study "less-than-one-case" lots represented 23 percent of all pickups and only 5 percent of total volume. In most instances the price paid per dozen was the same regardless of size of lot.

It would be much more equitable for producers and buyers if buyers using

farm pickup trucks would set up paying price differentials based on these figures or figures worked out on the basis of their actual costs. This would place a heavy penalty on producers with "less-than-one-case" lots and might provide the incentive for them to either improve or discontinue production.

Small laying flock owners can still produce eggs for certain segments of the market provided they make an effort to produce top quality, become efficient, and cooperate with steady, reliable buyers.

Robert M. Conlogue
Economic Research Service



FOOD FAT—Continued

(actual weight) per person. It was 2.1 pounds greater than butter (7.4 pounds) in 1961, whereas in 1946 butter usage was 6.6 pounds greater than margarine.

Butter consumed per person in 1961 dropped to 7.4 pounds (actual weight) per person, the lowest of record.

Butter prices to consumers have been at least double those for margarine in most years since the mid-1930's.

Cooking Fats

During the past 40 years, the total consumption of cooking fats (the direct use of lard plus shortening) has been fairly stable, averaging about 22 pounds per person. However, the direct use of lard generally trended downward, and this has been about offset by increased consumption of shortening.

Shortening consumption in 1961 averaged 13.2 pounds per person, 0.6 pounds more than the record 1959 and 1960 usage rates.

Direct use of lard in 1961 averaged 7.8 pounds per person compared with the record low of 7.7 pounds a year earlier.

There has been a significant substitution of shortening for lard as such, even though increasing amounts of lard have gone into the manufacture of shortening.

Cooking and Salad Oils

The "other edible" category has shown a fairly steady growth in the past 4 decades, rising from 3.5 pounds per person in 1921 to 11.2 pounds in 1961.

The increase in edible oil consumption is due mainly to increased use of salad and cooking oils as such but also to growing commercial use of oils in the production of mayonnaise and salad dressings, potato chips, frozen french fries, mellorine, and other prepared foods and food mixes.

George W. Kromer
Economic Research Service

PRODUCTION OF CANE AND BEET SUGAR UP

Following the 1956 amendment to the Sugar Act, which gives domestic producers a share in the growing United States market for sugar, production of sugar from the mainland crops of sugar beets and sugarcane has risen steadily. It is estimated that sugar production from the 1961 sugar crops grown on the mainland will reach 3,300,000 tons raw value, a new record.

To meet the larger quotas for sugar produced in the continental U.S., acreage allotments were removed from sugarcane beginning with 1959 and from sugar beets in 1961. Growers responded by increasing sharply the acreage devoted to these crops. Acreage planted to sugar beets in 1961 rose 15 percent from a year earlier, with the expansion limited by the capacity of the beet factories to process the beets. Although sugar beet production from this larger acreage was up 9 percent from 1960, the low sucrose content of the beets held beet sugar

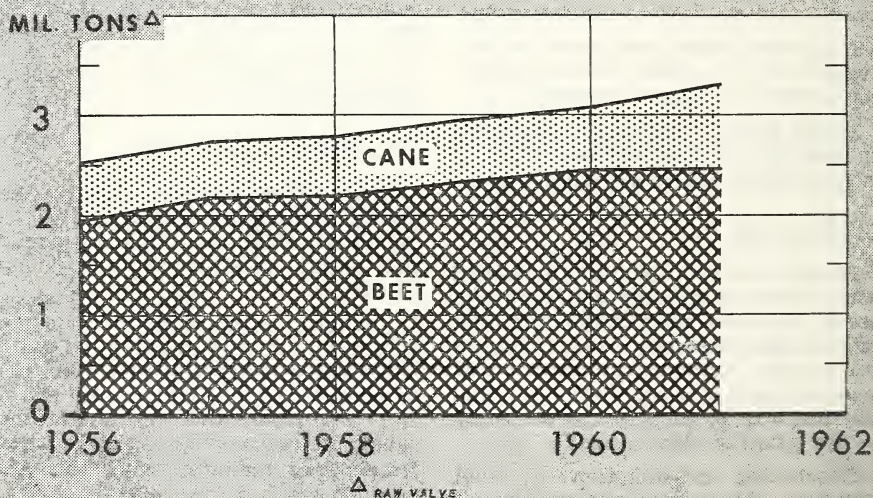
production to about the same level as a year earlier. The acreage of cane harvested for sugar in 1961 was up around 9 percent from 1960 and, with record yields, cane production reached a new high, 21 percent above the 1960 crop. The sucrose content of the 1961 cane crop was very high, and production of sugar will be around 845,000 tons, raw value.

In Hawaii production of sugarcane totaled 9,581,000 tons, up 11 percent from 1960. Production of sugar from this crop was 1,092,000 tons, within 50,000 tons of the record.

Acreage allotments on mainland sugar crops will not be in effect for 1962 either, and production promises to be even larger than in 1961. Land in cane in Florida will be more than double that for a year earlier, and there will also be another acreage increase in Louisiana. In the beet area, acreage may be up around 5 percent from 1961.

Richard Butler
Economic Research Service

SUGAR PRODUCTION IN THE CONTINENTAL UNITED STATES



"Bert" Newell's

Letter

It was 11 years ago, April 1, 1951, to be exact, that this letter made its first appearance in the *Agricultural Situation*. It was a timid, modest sort of beginning in which we used a half page to introduce our State Statisticians and their job. All through the first year I was quite careful because my natural style of writing had not been considered exactly proper for official publications. As a matter of fact, about 20 years previous to that time I had been told that I should be more dignified in the way I wrote. So, all through 1951 I kept my letters pretty factual and was quite sparing with what some of the editors regarded as pure "corn." Anyway, beginning in 1952 we began to loosen up a little bit and used a whole page, and it's been that way ever since. It's been a personal project with me, no ghost writers, and I must say it's been real fun.

The success of any organization is dependent upon the willingness of people to work together. There are, of course, many factors that contribute to harmonious operations. One of the most important of them is knowing the people you work with, and knowing a person is a lot more than just knowing what he looks like. I know a man who is a big, square-jawed, 220 pounder, ex-football lineman, champion wrestler, and—all in all—a rugged man's man who just looks at home astride a quarter horse. When I first saw him, he looked like an awfully stern individual who might be difficult to get along with. As I got to really know him, though, I found a man of very strong character, positive in his opinions but thoroughly objective in his approach to a problem, honest as the day is long, and, with it all, one of the kindest, most thoughtful and generous persons I have ever known. So, I say you can't always go by a person's appearance; it's what's inside that counts.

The real objective of this letter has been to try to let you folks know what kind of people we are here in agricultural estimates. Sometimes the idea seems to get around that statisticians aren't really people at all, but we really are. We have the same sort of problems you do. We forget to mail the wife's letters. We put off fixing the ironing cord. We have flat tires. Yes, and we have some good times, too. And you know something? After all these years and the many letters I have received from you folks, I have come to the conclusion that you are really people, too. And just grand people. I know I have said that before, but I really mean it. Yep, I guess I'll agree we are all a pretty human bunch of people. The most real fun I have had has been in getting to know so many people by personal visit and through this letter.

Now the time has come for me to pass on the job of Chairman of the Crop Reporting Board to a successor. I have spent just about 40 years in Agriculture. It doesn't seem that long, but I think it's about time to step aside and let somebody else do the job. Of course, my retiring is not going to make any difference in the service; it's just about 121 years old now, and I am sure it will go on to serve agriculture for 121 years more. The Statisticians in the State offices and the central office staff in Washington will still function as in the past. The whole service will go forward, continuing to improve as more and more experience and know-how are gained.

So, in closing I want to thank you sincerely for the loyal support you have given the crop and livestock reporting service. I know your continued support is going to keep this service in top place as the finest agricultural reporting service in all the world. And, folks, just one little personal note: Thanks ever so much for being so darn nice to me. Goodby, now. Good luck. I'll see you around.

Sincerely,



S. R. Newell
Chairman, Crop Reporting Board, SRS

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